A Study on Problems of Exporting Basmati Rice at Panjab

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Abstract
India clocking the highest ever agricultural exporter of over $50 billion in Financial Year 22, basmati rice, one of the country's oldest anchors in farm exports, seems to have fallen off the radar screen. For the third consecutive year, basmati rice exports saw a fall over the previous year in value. In 2021-22, India exported basmati rice worth $3.53 billion, the lowest since 2019-20. The reason for decreasing exporting of basmati rice is analyzed in this study at Panjab. The demographic factors and various problems faced by the basmati rice cultivator are taken into the study. The decreasing price is one of the factor demotivate the cultivators in most of the states.

Keyword: Problems, Factors Influence the Demand of Basmati Rice

Introduction

India clocking the highest ever agricultural exporter of over $50 billion in Financial Year 22, basmati rice, one of the country's oldest anchors in farm exports, seems to have fallen off the radar screen. For the third consecutive year, basmati rice exports saw a fall over the previous year in value. In 2021-22, India exported basmati rice worth $3.53 billion, the lowest since 2019-20. The reason for decreasing exporting of basmati rice is analysed in this study Panjab. The demographic factors and various problems faced by the basmati rice cultivator are taken into the study. The decreasing price is one of the factor demotivate the cultivators in many states.

Statement of the Problem

The agriculturalist are facing lots of problems in exporting basmati rice. They are investing money as well as their effort to cultivate the basmati rice but the export rate is keep on decreasing.

Objectives of the Study

The main objectives of the study are
- To describe the demographics profile of Basmati rice Cultivator
- To analyze the relationships between Demographic variable with level of problems faced by the basmati cultivator
- To identify the factors influence the Demand of basmati rice

Hypothesis
- There is significant relationship between demographic variable and levels of problems faced by basmati rice cultivator
- Demand is determined by Competition, Supply, Price Reduction, Importing Substitute Rice.

Research Methodology of the Study
The suitable research methodology will lead the reliable findings without any bios. Therefore, the methodology which has been adopted in this study has been described. The exploratory research method is followed in this study. The reliability and validity analysis has been made. The reliability analysis shows the value as 0.91, Therefore, the further analysis has been made. The multi choice questionnaire have been developed in Google form and posted to collect the data from the sample units. The 150 samples have been taken from Basmati cultivator and data collected based on convenient sampling methods, finally 100 samples are finalized for the study. The percentage analysis, chi-square analysis and multiple correlation analysis are made to derived conclusion and get the findings.

Sample Frame of the Study
The convenient sample method was adopted in the study. The questionnaires were used to collect the data from 100 cultivator.

Area of the Study
The study was undertaken in Panjab.

Period of the Study
This research done from the year 1st August 2022 to 30th September 2022.

Statistical Tools
The Percentage, Chi –Square and Multiple Correlation analysis was used in this research work.

Limitation of the Study
The financial and time constraints are the limitation of the study.

Analysis and Interpretations
Age and Levels of Risk

CHI – Square Test Between Age and Levels of Risk

Age	Levels of Risk			Total	P Value
	Low Level Risk	Moderate Level Risk	High Level Risk		
20-30	7	4	3	14	
30-40	10	9	4	23	
40-50	4	10	5	19	0.140
50-60	1	6	7	14	
60 and above	8	10	12	30	
Total	30	39	31	100	

Since the P value is more than .05 hence the null hypothesis that is there is no significant risk caused by age factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 12 cultivator belonging to age group of 60 and above perceived highest risk when compare to other age groups which constitute the highest frequency in the above table.

Gender and Levels of Risk

Chi – Square Analysis Between Gender and Levels of Risk

Gender	Levels of Risk			Total	P Value
	Low Level Risk	Moderate Level Risk	High Level Risk		
Male	17	15	7	39	
Female	13	24	24	61	0.024
Total	30	39	31	100	

Since the P value is less than .05 hence the null hypothesis that is there is no significant risk caused by gender is rejected and alternative hypothesis is accepted. Further the percentage analysis reveals that 24 % cultivators are female equally perceived moderate risk as well as High risk which are constitute the highest frequency in the above table.

Marital Status and Levels of Risk

Chi – Square Analysis Between Marital Status and Levels of Risk

Marital Status	Levels of Risk			Total	P Value
	Low Level Risk	Moderate Level Risk	High Level Risk		
Married	18	25	18	61	
Un Married	12	14	13	39	0.688
Total	30	39	31	100	

Since the P value is more than .05 hence the null hypothesis that is there is no significant risk caused by Marital status is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 18 unmarried cultivator perceived highest risk when compare to married which constitute the highest frequency in the above table.

Income and Levels of Risk

Chi – Square Analysis Between Gender and Levels of Risk

Income	Levels of Risk			Total	P Value
	Low Level Risk	Moderate Level Risk	High Level Risk		
10000-100000	6	7	8	21	
100000-200000	6	6	9	21	
200000-300000	5	6	3	14	9.828
300000-400000	5	5	4	14	
400000-500000	5	6	4	15	

500000 and above	3	9	3	15	9.828
Total	30	39	31	100	

Since the P value is more than .05 hence the null hypothesis that is there is no significant risk caused by Income factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 9% cultivator belonging to Income group of Rs.1,00,000 to 2,00,000 and 5,00,000 and above are equally perceived highest risk when compare to other income groups which are constitute the highest frequency in the above table.

Experience and Levels of Risk
Chi – Square Analysis Between Experience and Levels of Risk

Experience	Levels of Risk			Total	P Value
	Low Level Risk	Moderate Level Risk	High Level Risk		
1-10	6	2	5	13	
10-20	6	11	9	26	
20-30	9	8	7	24	0.643
30-40	4	9	5	18	
40 and above	5	9	5	19	
Total	30	39	31	100	

Since the P value is more than .05 hence the null hypothesis that is there is no significant risk caused by Experience factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 11% cultivator belonging experience having 10 to 20 years are more which constitute the highest frequency in the above table.

Multiple Correlation Between Demand and Competition, Supply, Price Reduction, Importing Substitute Rice

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	P Value
1	.291[a]	.085	.056	1.15786	0.036

Since the P value is less than .05 hence the null hypothesis is rejected and alternative hypothesis that is Demand is determined by Competition, Supply, Price Reduction, Importing Substitute Rice is accepted.

Findings
- There is no significant risk caused by age factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 12% cultivator belonging to age group of 60 and above perceived highest risk when compare to other age groups which constitute the highest frequency.
- There is no significant risk caused by Gender is rejected and alternative hypothesis is accepted. Further the percentage analysis reveals that 24 % cultivator Female equally perceived moderate risk as well as High risk which are constitute the highest frequency.

- There is no significant risk caused by Marital status is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 18 Unmarried cultivator perceived highest risk when compare to married which constitute the highest frequency.
- There is no significant risk caused by Income factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 9% cultivator belonging to Income group of Rs.1,00,000 to 2,00,000 and 5,00,000 and above are equally perceived high risk when compare to other Income groups which are constitute the highest frequency.
- There is no significant risk caused by Experience factor is accepted and alternative hypothesis is rejected. Further the percentage analysis reveals that 11% cultivator belonging experience having 10 to 20 years are more which constitute the highest frequency.
- Demand is determined by Competition, Supply, Price Reduction, Importing Substitute Rice is accepted.

Suggestion
- The Government can provide the training for cultivating basmati rice
- The Government can provide some subsidies for the basmati rice exporter

Conclusion

It is found in the study that risk factor do not vary according to gender but study reveal that there is no significant relationship between age, marital status, Income ,Experience and Levels of risk faced by the basmati cultivator in Panjab. The multiple correlation analysis reveals that few factor influence the Demand of Basmati rice.